

## Tourism

Tourism and tourist related businesses are the major industry in Monroe County. In 2009 a slight increase was seen in the number of cruise ships stopping in Key West's port although there was a decrease in the number of people arriving by ferry. However, the Key West International Airport continues to see an increase in the number of passengers disembarking from its six commercial airline services.

### Florida Keys Visitor Person-Trip Estimates

	2010	2009	2008	2007	2006
Key West Overnight Visitors	1,530,200	1,165,327	1,112,978	1,094,647	1,063,752
Key West Day Trippers	270,800	206,263	205,901	202,510	196,794
Cruise Ship Passengers	850,300	859,409	739,218	816,919	888,183
<b>Total Key West Visitors</b>	<b>2,651,300</b>	<b>2,230,999</b>	<b>2,058,097</b>	<b>2,114,076</b>	<b>2,148,729</b>
All Keys Overnight Visitors	2,512,800	2,092,732	2,169,565	2,089,021	2,030,062
All Keys Day Trippers	444,700	370,414	401,369	386,469	375,561
Cruise Ship Passengers (Key West only)	850,300	859,409	739,218	816,919	888,183
<b>Total All Keys Visitors</b>	<b>3,807,800</b>	<b>3,322,555</b>	<b>3,310,152</b>	<b>3,292,409</b>	<b>3,293,806</b>
Monroe County Lodging Occupancy %	70.5%	70.3%	67.5%	68.1%	66.5%

### Airline Passenger Arrivals

#### Key West International Airport

	2011	2010	2009	2008	2007
Total	302,801	277,966	299,313	222,198	263,788

### Cruise Ship Passenger Arrivals

	2011	2010	2009	2008	2007
Total	728,301	850,270	859,409	739,218	816,919

### Key West Ferry Passenger Arrivals

	2011	2010	2009	2008	2007
Total	74,044	70,919	74,801	79,985	99,090